

MARKETING STRATEGY OF KERUPUK PULI "SAE"
IN ARJASA DISTRICT JEMBER REGENCY
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ABSTRACT

Kerupuk Puli "Sae" is a micro-enterprise engaged in the snack food processing industry and located on Krasak Street, Candijati Village, Arjasa District, Jember Regency. This study aims to (1) identify the internal and external factors that constitute the strengths, weaknesses, opportunities, and threats affecting the marketing strategy of Kerupuk Puli "Sae"; (2) formulate alternative marketing strategies that can be implemented by Kerupuk Puli "Sae"; and (3) determine the most appropriate priority marketing strategy for the business. The analytical tools employed in this study were the Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix, Internal-External (IE) Matrix, SWOT Analysis, and Quantitative Strategic Planning Matrix (QSPM). The results showed that the IFE score was 2.556 and the EFE score was 2.277, indicating that Kerupuk Puli "Sae" was positioned in Cell V of the IE Matrix, namely the Hold and Maintain position. The SWOT analysis generated seven alternative marketing strategies. Furthermore, the QSPM analysis identified the priority strategy namely optimizing digital promotion and expanding marketing networks through WhatsApp Business, Facebook, Marketplace, and collaboration with resellers to reach a broader market.

Key Words: Kerupuk Puli; Marketing Strategy; QSPM, SWOT